

WE CLAIM:

1. A label for displaying manufacturer's suggested retail price information for a motor vehicle on a window of the motor vehicle, said label comprising:

a substantially transparent information sheet; and

text on the information sheet, wherein the text provides manufacturer's

5 suggested retail price information, the text visible through the window when said label is affixed to the window of the motor vehicle.

2. A label as defined in claim 1, wherein the information sheet is formed from a material exhibiting static cling properties, thereby permitting the base sheet to be removably affixed to the window of the motor vehicle.

3. A label as defined in claim 1, wherein the information sheet is formed from a flexible plastic material exhibiting static cling properties, thereby permitting the information sheet to be removably affixed to the window of the motor vehicle.

4. A label as defined in claim 3, wherein the information sheet comprises polyvinyl chloride.

5. A label as defined in claim 2, wherein the text is white in color.

6. A label as defined in claim 2, wherein the text provides information related to the motor vehicle's fuel efficiency.

7. A label as defined in claim 3, wherein the text provides information related to country of origin of manufacture of parts of the vehicle.

8. A label as defined in claim 2, wherein the text is printed on the information sheet.

9. A label as defined in claim 2, wherein the text is flexographically printed on the information sheet.

10. A label as defined in claim 2, wherein the text is screen printed on the information sheet.

11. A label for displaying manufacturer's suggested retail price information for a motor vehicle on a window of the motor vehicle, said label comprising:

a substantially transparent information sheet having text printed thereon, wherein the text provides manufacturer's suggested retail price information, the text visible
5 through the window of the motor vehicle when the label is affixed to the window of the motor vehicle; and

a substantially opaque base sheet, formed from a material exhibiting static-cling properties, thereby permitting the base sheet to be removably affixed to the information sheet when the information sheet is affixed to the window of the motor vehicle.

12. A label as defined in claim 11, wherein the base sheet comprises polyvinyl chloride.

5 13. A label as defined in claim 11, wherein the information sheet comprises polyvinyl chloride.

14. A label as defined in claim 11, wherein the text provides information related to the fuel efficiency of the motor vehicle.

10 15. A label as defined in claim 13, wherein the text provides information related to country of origin of manufacture of parts of the vehicle.

16. A label for displaying manufacturer's suggested retail price information for a motor vehicle on a window of the motor vehicle, said label comprising:

a substantially transparent information sheet having text printed thereon, wherein the text provides manufacturer's suggested retail price information, the text visible when
5 the label is affixed to an exterior surface of the window of the motor vehicle; and

a substantially opaque base sheet formed from a material exhibiting static-cling properties, thereby permitting the base sheet to be removably affixed in a position opposite the information sheet on an interior surface of the window when the information sheet is affixed to the exterior surface of the window.

17. A label as defined in claim 16, wherein the base sheet comprises polyvinyl chloride.

18. A label as defined in claim 16, wherein the information sheet comprises polyvinyl chloride.

19. A label as defined in claim 16, wherein the text provides information related to the fuel efficiency of the motor vehicle.

20. A label as defined in claim 16, wherein the text provides information related to country of origin of manufacture of parts of the vehicle.

21. A method of presenting information on a window of a motor vehicle, comprising the steps of:

printing information indicative of the manufacturer's suggested retail price of the vehicle on a sheet of substantially transparent, static-cling material; and

5 affixing the sheet on the window of the motor vehicle.

22. The method of claim 21, wherein the printing step further comprises printing the information on the sheet of substantially transparent, static-cling material using ink having a color that contrasts with the vehicle's interior color.

23. The method of claim 21, wherein the printing step further comprises printing the information on the sheet of substantially transparent, static-cling material using white ink.

24. The method of claim 21, wherein the printing step comprises flexographically printing the information on the sheet of substantially transparent, static-cling material.

25. The method of claim 21, wherein the printing step comprises screen printing the information on the sheet of substantially transparent, static-cling material.

26. The method of claim 21, wherein the sheet is affixed on the window using only the static-cling properties of the sheet of substantially transparent, static-cling material.

27. The method of claim 21, wherein the printing step further comprises printing information related to the motor vehicle's fuel efficiency on the sheet of substantially transparent, static-cling material.

28. The method of claim 27, wherein the printing step further comprises printing information related to country of origin of manufacture of parts of the vehicle on the sheet of substantially transparent, static-cling material.

29. A method of presenting information on a window of a motor vehicle, comprising the steps of:

affixing a first sheet of substantially transparent, static-cling material to an interior surface of the window of the motor vehicle, the first sheet having printed thereon in a first color information indicative of the manufacturer's suggested retail price of the vehicle; and

affixing a second sheet of substantially opaque, static-cling material of a second color to the interior surface of the window, such that the second sheet substantially covers the first sheet to provide a contrasting background for the information printed on the first sheet.

30. The method of claim 29, wherein the first color is white.

31. The method of claim 29, wherein the second color is white.

32. The method of claim 29, wherein the first sheet comprises polyvinyl chloride.

33. A label as defined in claim 29, wherein the second sheet comprises polyvinyl chloride.

34. The method of claim 29, wherein the first sheet further includes information related to the motor vehicle's fuel efficiency.

35. The method of claim 34, wherein the first sheet further includes information related to related to country of origin of manufacture of parts of the motor vehicle.

36. A method of presenting information on a window of a motor vehicle, comprising the steps of:

affixing a first sheet of substantially transparent, static-cling material to an exterior surface of the window of the motor vehicle, the first sheet having printed thereon in a first color information indicative of the manufacturer's suggested retail price of the vehicle; and

affixing a second sheet of substantially opaque, static-cling material of a second color to an interior surface of the window opposite the first sheet, such that the second

sheet covers the first sheet to provide a contrasting background for the information
10 printed on the first sheet.

37. The method of claim 36, wherein the first color is white.

36. The method of claim 36, wherein the second color is white.

38. The method of claim 36, wherein the first sheet comprises polyvinyl chloride.

39. A label as defined in claim 36, wherein the second sheet comprises polyvinyl chloride.

40. The method of claim 36, wherein the first sheet further includes information related to the motor vehicle's fuel efficiency.

41. The method of claim 36, wherein the first sheet further includes information related to related to country of origin of manufacture of parts of the motor vehicle.

42. The method of claim 36, wherein the first sheet is affixed on the window using only the static-cling properties of the sheet of substantially transparent, static-cling material.

43. The method of claim 42, wherein the second sheet is affixed on the window using only the static-cling properties of the sheet of substantially transparent, static-cling material.